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VIA E-MAIL & U.S. MAIL

Aravind Srinivas
Co-Founder, President, CEO
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Re: Demand to Cease and Desist

Mr. Srinivas:

I write on behalf of Amazon.com Services LLC ("Amazon") because Perplexity AI, Inc. ("Perplexity") has persistently refused to operate transparently with respect to its agentic AI product in the Amazon Store. Perplexity must immediately cease using, enabling, or deploying Comet's artificial intelligence ("AI") agents or any other means to covertly intrude into Amazon's e-commerce websites (together, the "Amazon Store") in violation of the Computer Fraud and Abuse Act (18 U.S.C. § 1030) and the Comprehensive Computer Data Access and Fraud Act (Cal. Penal Code § 502). Perplexity must stop disguising Comet as a Google Chrome browser, transparently identify Comet AI agents (collectively "Comet AI," whether deployed through the Perplexity.ai interface, the Assistant sidebar, or any other means) when operating in the Amazon Store (as required by Amazon's Conditions of Use), and respect decisions Amazon makes regarding agentic activities in the Amazon Store. As should already be clear given Amazon's prior efforts and communications with Perplexity, Perplexity does not have authorization to access Amazon's Store, Amazon user accounts, or account details, using its disguised or obscured Comet AI agents.

As a general matter, Amazon shares the industry's excitement about AI innovations and sees significant potential for agentic AI to improve customer experiences in a range of areas. But to successfully deliver for customers, AI agents that offer to make purchases on behalf of customers must operate transparently when taking actions purportedly on a customer's behalf. Such transparency is critical because it protects a service provider's right to monitor AI agents and restrict conduct that degrades the customer shopping experience, erodes customer trust, and creates security risks for our customers' private data. It also facilitates dialogue between service providers and AI agent providers, who should share a common interest in improving customer shopping experience. Without transparency, no such dialogue is possible, which is why Amazon invites discussions with AI providers about how they can improve the experiences of Amazon customers. Yet, Perplexity has refused to operate transparently and has instead taken affirmative steps to conceal its agentic activities in the Amazon Store. This refusal is particularly troubling given that Amazon has, on multiple occasions, asked Perplexity to stop undisclosed agentic activities, which are not authorized by Amazon and violate Amazon's Conditions of Use.

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Perplexity's refusal to operate transparently is also harming our customers. Amazon has invested billions of dollars over many years to develop a carefully curated shopping experience in the Amazon Store. That shopping experience is designed to help customers find and discover products that cater to their needs based on key elements, including reviews, price, availability, delivery speed, measures of post-purchase satisfaction like return rates, and each customer's own browsing and shopping history. This delights our customers and earns their trust, which is critical to the success of the Amazon Store. By contrast, when Comet AI shops and makes purchases from the Amazon Store, Comet AI may not select the best price, delivery method, or recommendations, and Amazon customers may not receive critical product information. For example, Comet AI does not offer Amazon customers the option of adding products to existing deliveries, which can result in improved delivery times and lower shipment volumes. Comet AI degrades the Amazon shopping experience in this and other ways to the detriment of our customers and their relationships with Amazon.

Perplexity also appears to be putting the security of our customers' data at risk. Perplexity's Terms of Use and Privacy Notice grant it broad rights to collect passwords, security keys, payment methods, shopping histories, and other sensitive data from customers accessing the Amazon Store or other third-party websites, while disclaiming any responsibility for data security. At the same time, Perplexity is intentionally evading Amazon's identification of the Comet AI agent when it accesses the Amazon Store, and thereby directly interfering with Amazon's efforts to manage security risks. This is particularly troubling given recent reports showing that Comet AI is vulnerable to prompt injection attacks, phishing, scams, and other forms of cyberattacks. See, e.g., Ravie Lakshmanan, *CometJacking: One Click Can Turn Perplexity's Comet AI Browser Into a Data Thief*, The Hacker News (Oct. 4, 2025) ("[CometJacking] hijacks the AI assistant embedded in the browser to steal data, all while bypassing Perplexity's data protections using trivial Base64-encoding tricks."), <https://thehackernews.com/2025/10/cometjacking-one-click-can-turn.html>; Nathaniel Mott, *Perplexity's AI-Powered Comet Browser Leaves Users Vulnerable to Phishing Scams and Malicious Code Injection — Brave and Guardio's Security Audits Call Out Paid AI Browser*, Tom's Hardware (Aug. 25, 2025) ("Comet would scan an obvious phishing email, visit the malicious website, and prompt its user for their banking account credentials without any indication that something might be amiss."), <https://www.tomshardware.com/tech-industry/cyber-security/perplexitys-ai-powered-comet-browser-leaves-users-vulnerable-to-phishing-scams-and-malicious-code-injection-brave-and-guardios-security-audits-call-out-paid-ai-browser>.

Perplexity's subterfuge and attempts to evade

To protect against the risks posed to the Amazon shopping experience, customer trust, and data security, Amazon has repeatedly requested that Perplexity transparently identify Comet AI, but Perplexity has refused to do so.

Indeed, Perplexity's knowingly unauthorized conduct in the Amazon Store goes back to at least November 2024, when Perplexity, through its "Buy with Pro" function, placed orders on behalf of customers using a small number of Perplexity-managed Amazon accounts, including Amazon Prime accounts, which violated Amazon Prime Terms & Conditions and risked creating a very poor customer experience, including, for example, difficulties for customers attempting to return products to Amazon through Perplexity-managed Amazon accounts. Perplexity agreed at that time to cease this conduct and halt the deployment of AI agents in the Amazon Store unless Amazon and Perplexity reached mutually

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agreed-upon terms. But Perplexity has changed course and is now deploying AI agents to log into user accounts and interact with the Amazon Store without informing, much less reaching agreement with, Amazon ahead of time.

In early August 2025, shortly after Amazon first identified Comet's agentic activity in the Amazon Store—which Perplexity tried to conceal by misidentifying Comet as Google Chrome—Amazon contacted Perplexity's Chief Business Officer, Dmitry Shevelenko, explaining that Amazon requires all AI agents to act transparently in the Amazon Store, in accordance with Amazon's Conditions of Use and the Agent Terms therein. Perplexity refused to do so. As a result, Amazon had to implement a security measure to restrict Comet AI's access to the Amazon Store. Within 24 hours, however, Perplexity released a new version of Comet to knowingly circumvent that security measure.

Since then, Amazon leaders have raised concerns with you and Mr. Shevelenko again, most recently in September. Rather than engaging with Amazon or respecting Amazon's reasonable restrictions, Perplexity has instead deliberately attempted to evade and circumvent Amazon's efforts to secure access to the Amazon Store and protect its legal rights, including by misrepresenting the Comet browser as Google Chrome, and otherwise modifying Comet AI to evade identification. As Amazon has explained to you, Perplexity's misconduct breaches Amazon's Conditions of Use and is unauthorized. Perplexity has yet to offer any legitimate explanation for its actions.

Perplexity's misconduct has imposed significant costs on Amazon. Since Perplexity launched Comet AI and deployed non-transparent AI agents into the Amazon Store, Amazon has had to track, investigate, and address this issue, including by tracing Comet AI's activity and implementing security measures. Amazon has then had to repeat this process when Perplexity circumvented those measures. All of this could have been avoided had Perplexity complied with Amazon's Conditions of Use and behaved transparently.

Perplexity is covertly intruding into the Amazon Store through Comet AI in violation of computer fraud and abuse statutes

Perplexity is violating the Computer Fraud and Abuse Act ("CFAA") (18 U.S.C. § 1030), and the statute's California counterpart, the Comprehensive Computer Data Access and Fraud Act ("CDAFA") (Cal. Penal Code § 502). Perplexity has intruded into the Amazon Store and Amazon's user accounts with its non-transparent AI agent, accessing user account details and information and interacting with Amazon's Store in a way reserved for account holders who comply with Amazon's Conditions of Use. This falls squarely within the type of abusive conduct these statutes were intended to prevent. See, e.g., *Facebook, Inc. v. Power Ventures, Inc.*, 844 F.3d 1058, 1067-69 (9th Cir. 2016) (holding that third-party company that accessed Facebook's computers despite Facebook raising blocks and sending cease and desist letter constituted unauthorized access under the CFAA); see also *id.* at 1067 ("Once permission has been revoked, technological gamesmanship . . . will not excuse liability.").

Perplexity's misconduct has caused significant losses, including investigative costs and costs associated with implementing security countermeasures to safeguard Amazon's systems against Perplexity's unlawful intrusion. See, e.g., *Apple Inc. v. NSO Grp. Techs. Ltd.*, 2024 WL 251448, at *4 (N.D. Cal. Jan. 23, 2024) (finding technological harm where plaintiff "devote[d] personnel, resources, and time to identifying and investigating [defendant's] attacks and exploits, developing and deploying security

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patches and software upgrades”); *see also Meta Platforms, Inc. v. BrandTotal Ltd.*, 605 F. Supp. 3d 1218, 1265 (N.D. Cal. 2022) (“The Court declines to construe *Van Buren* and *hiQ* as foreclosing a loss based on Facebook’s investigative costs.”). Moreover, Perplexity’s unauthorized access also violates the CDAFA—California’s broader state analogue to the CFAA. *See, e.g., In re Carrier IQ, Inc.*, 78 F. Supp. 3d 1051, 1100-01 (N.D. Cal. 2015).

Perplexity’s illegal conduct entitles Amazon to injunctive relief and considerable damages

Perplexity’s ongoing illegal intrusion into the Amazon Store has already caused considerable harm, including disrupting Amazon’s customer relationships and forcing Amazon to devote significant resources to track, investigate, and address Perplexity’s misconduct. Amazon expects the magnitude of these damages to increase now that Perplexity no longer limits access to the Comet browser, particularly if Perplexity does not change its behavior.

In addition to damages, Amazon is entitled to injunctive relief to prevent ongoing irreparable harm to Amazon and its customers caused by Perplexity. *See Facebook, Inc. v. Power Ventures, Inc.*, 252 F. Supp. 3d 765, 782 (N.D. Cal. 2017), *aff’d*, 749 F. App’x 557 (9th Cir. 2019) (collecting cases and stating that “[n]umerous courts have found that unauthorized access of computers and the acquisition of data in violation of the CFAA constitute irreparable harm”). Amazon demands that Perplexity immediately cease and desist evading Amazon’s technological measures and that Perplexity transparently identify Comet AI when operating in the Amazon Store, consistent with Amazon’s Conditions of Use. Please confirm by 5:00 p.m. PT on Monday, November 3, 2025, that Perplexity will comply with this demand and respect Amazon’s legal rights. If this does not occur immediately, Amazon will seek all available legal and equitable remedies.

Perplexity must also preserve and not destroy documents related to Amazon, Comet AI, or any of the issues covered herein. This letter is not intended to be an exhaustive recitation of Amazon’s claims against Perplexity or the many ways in which Perplexity has acted or is continuing to act improperly or illegally.

All rights are expressly reserved.

Sincerely,



Moez M. Kaba

cc: Amazon.com Services LLC